
Buckle Up, Teens! TV Commercial Challenge — Rules

Sponsored by AAA Minnesota/Iowa and Minnesota Department of Public Safety

Background Information

Traffic crashes are the leading cause of death for teenagers — and low seat belt use among teenagers is a major factor. In Minnesota, drivers and all passengers are required to wear seat belts, or be in a child seat or booster seat. Unbelted drivers or passengers can be ticketed.

Your Job

Create and produce a 30-second TV public service announcement to encourage teenage drivers and passengers to buckle up.

Rules

- Minnesota students in grades 9–12 are eligible to enter. Students must create and produce the spot on their own, without creative/production/technical assistance from adults or professionals.
- TV spots must address the topic of using seat belts, such as: Promote the use of seat belts; encourage teens to buckle up; the dangers and consequences associated with not using seat belts, etc.
- Submit spots on DVD in a format that can be used with any home DVD player. The DVD must be received by DPS with entry form by **4 p.m., Monday, April 16, 2012**. Entries will not be returned. Have an electronic version of the spot available in case the DVD does not function.
- Spots longer than 30-seconds or containing inappropriate language will be disqualified.
- Use of commercial music is not permitted.

Awards (donated by AAA Minnesota/Iowa)

First place, \$1,000; second place, \$600; and third place, \$400.

The winning spot will make its broadcast premiere during the MTV Video Music Awards in 2012.

State traffic safety officials, advertising professionals and high school students will judge the spots based on the ability to creatively, originally — and successfully — communicate and promote the importance of seat belts. The top spots will be featured online in May for a public online vote to determine the winning spot.

Entry Form

Download a *Buckle Up Teens! TV Commercial Challenge* entry form at ots.dps.mn.gov.

Get Your School Involved

Share your school's spots with students via email/Web. Conduct a school-specific viewing and voting activity.

Important Safety Notice:

Safety during the project should be the highest priority. For any shots of drivers/passengers riding in a moving vehicle, all traffic laws must be adhered to and all drivers and passengers must be buckled up.

DPS and AAA Minnesota/Iowa take no responsibility and assume no liability for any omissions, acts or damages that may result from the preparing of materials to submit to this contest. DPS and AAA Minnesota/Iowa stress that teen producers should safely conduct their projects and avoid potentially dangerous production situations that put crew, actors or the public at risk. To assure the safety of the participants, adult supervision is strongly encouraged.

